Name: _____     **Desktop Publishing**

---

**Directions:**
Evaluate the student by checking the appropriate number or letter to indicate the degree of competency. The rating for each task should reflect **employability readiness** rather than the grades given in class.

**Rating Scale:**
  **3  Mastered** – can work independently with no supervision
  **2  Requires Supervision** – can perform job completely with limited supervision
  **1  Not Mastered** – requires instruction and close supervision
  **N  No Exposure** – no experience or knowledge in this area

---

**NOTE:** * = Core competencies (essential for the first day on the job).

| 3 | 2 | 1 | N | A. Introductory Concepts | Notes: |
|---|---|---|---|---|---|
| | | | | *1. Define terms related to desktop publishing | |
| | | | | *2. Describe the functions of hardware components required for desktop publishing | |
| | | | | 3. Compare functions and features of software used for desktop publishing | |
| | | | | *4. Label all components of the desktop | |
| | | | | *5. Identify tools in toolbars and palettes | |
| | | | | *6. Apply tools in toolbars and palettes | |
| | | | | *7. Use editing tools (e.g., copy, cut, paste) | |
| | | | | *8. Access available resources to solve problems (e.g., Internet, reference manuals, help screens) | |
| | | | | *9. Manage electronic files | |
| | | | | 10. Identify differences between computer platforms | |
| | | | | 11. Explain copyright issues related to desktop publishing (e.g., legal, ethical) | |
| | | | | 12. Identify careers/self-employment opportunities in desktop publishing | |
| | | | | *13. Complete a project using customer-supplied instructions and/or materials | |
| | | | | Other: | |

| 3 | 2 | 1 | N | B. Layout | Notes: |
|---|---|---|---|---|---|
| | | | | *1. Set margins | |
| | | | | *2. Create columns | |
| | | | | *3. Set guttering | |
| | | | | *4. Set double-sided facing pages | |
| | | | | *5. Create master pages | |
| | | | | *6. Create an effective focal point | |
| | | | | *7. Utilize pasteboard | |

| | | | | | Notes: |
|---|---|---|---|---|---|
| | | | | 8. Create templates | |
| | | | | 9. Modify templates | |
| | | | | 10. Apply layering techniques in publications | |
| | | | | *11. Adjust or change color in a layout | |
| | | | | *12. Create a template for a preprinted form (e.g., label, business card, pamphlet) | |
| | | | | 13. Print on a preprinted form (e.g., label, business card, pamphlet) | |
| | | | | Other: | |

| 3 | 2 | 1 | N | C. Text | Notes: |
|---|---|---|---|---|---|
| | | | | *1. Create a text block | |
| | | | | *2. Import text files and word processing documents into publications | |
| | | | | *3. Use text objects and associated features (e.g., word wrapping, drop caps, initial caps, sizing, color, linkage, frames) | |
| | | | | *4. Adjust paragraph attributes | |
| | | | | *5. Apply tabs and indents in text blocks | |
| | | | | *6. Create a bulleted list using special characters (e.g., ®, ©, ™, opening and closing quotation marks, em and en dashes) | |
| | | | | *7. Compose headlines and captions | |
| | | | | *8. Proofread and correct errors | |
| | | | | Other: | |

| 3 | 2 | 1 | N | D. Typography | Notes: |
|---|---|---|---|---|---|
| | | | | *1. Measure type in points, picas, inches, and centimeters | |
| | | | | 2. Manage a font library | |
| | | | | *3. Determine and adjust type attributes (e.g., bold, italics, underline, reverse, strike through) | |
| | | | | *4. Determine and apply character and word spacing (e.g., tracking, kerning, widening, horizontal scale) | |
| | | | | *5. Determine and apply leading | |
| | | | | Other: | |

| 3 | 2 | 1 | N | E. Graphics | Notes: |
|---|---|---|---|---|---|
| | | | | *1. Import graphics from various sources (e.g., software-specific library, other applications, internet) | |
| | | | | *2. Manipulate graphics (e.g., resizing, cropping, scaling, rotating) | |
| | | | | 3. Edit graphics (e.g., color, filters, tints) | |
| | | | | *4. Create scanned files | |

| | | | | | Notes: |
|---|---|---|---|---|---|
| | | | | 5. Create files from a digital camera | |
| | | | | 6. Determine appropriate file formats (e.g., bmp, tiff, jpeg, gif, pict, eps) | |
| | | | | 7. Download graphic files from Internet | |
| | | | | 8. Create original drawings in illustration software | |
| | | | | 9. Apply object linking in publications | |
| | | | | Other: | |

| 3 | 2 | 1 | N | F. Print Process | Notes: |
|---|---|---|---|---|---|
| | | | | *1. Select a network printer | |
| | | | | *2. Select a direct printer | |
| | | | | *3. Format document for selected printer | |
| | | | | 4. Describe characteristics and uses of basic color models (e.g., RGB, CMYK) | |
| | | | | 5. Explain preprint color requirements | |
| | | | | 6. Describe the purpose and process of color separation | |
| | | | | 7. Perform color separations | |
| | | | | 8. Prepare desktop publishing document for export to the Internet | |
| | | | | Other: | |

| 3 | 2 | 1 | N | G. Develop a Portfolio | Notes: |
|---|---|---|---|---|---|
| | | | | *1. Explain the purpose of portfolios | |
| | | | | *2. Explain the reasons for selecting the pieces in the portfolio | |
| | | | | *3. Create a flyer with text and graphics | |
| | | | | *4. Produce an advertisement | |
| | | | | *5. Create business forms (e.g., business cards, letterhead, desk notes) | |
| | | | | *6. Create a resume | |
| | | | | *7. Create multipage, multicolumn documents (e.g., newsletters, magazines) | |
| | | | | *8. Create brochures (single or multiple pages) | |
| | | | | *9. Create mailing pieces (e.g., product labels, business reply cards) | |
| | | | | Other: | |